

2024/25 Pricing Guide

Nutmeg Studio



Welcome

Hi, I'm Megan, owner of Nutmeg, a Shopify consulting and design studio based in the vibrant city of Cape Town, South Africa.

Our studio works with emerging and established small businesses around the world; helping them plan, create and launch user-friendly, modern and beautiful eCommerce websites, designed to grow sales and subscribers.

Here you'll find an overview of the studio's packages, our process and next steps to take if you're interested in working together.

If you have any questions, please email meg@nutmegstudio.co.za.

If you'd like to book a complimentary call with us first, please do so [here](#).

nutmegstudio.co.



Why work with us?

Megan, our web designer, has been working in the eCommerce space since 2010 and with Shopify since 2015, for international and local brands, both big and small. Here's why you should work with our studio:



Committed to adaptive, user-friendly and functional design that beautifully communicates the value of your brand and products and makes it easy and appealing for people to buy.



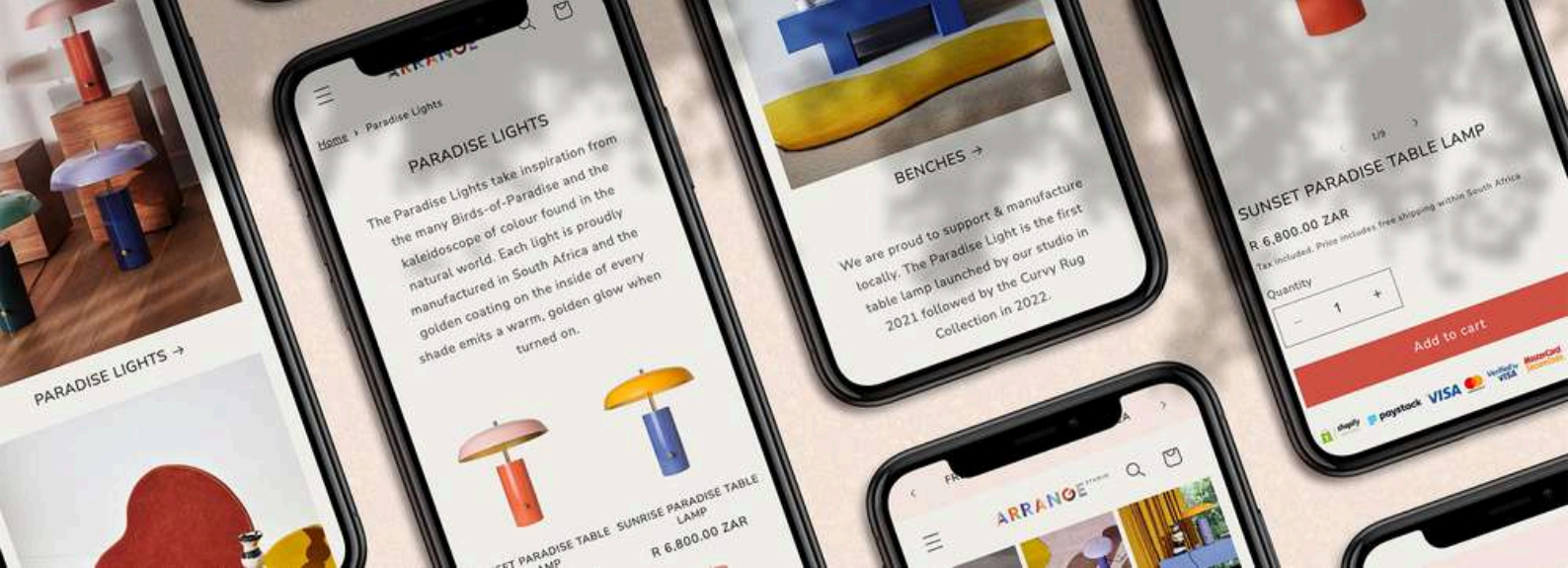
A kind 1:1 supportive and strategic process -
Expertly guiding you and helping you plan your online store
so that it's designed to convert.



Creating essential marketing automations that help you sell
more - Connecting your website to email marketing and
designing beautiful and professional email automations that
help your website sell 24/7.



Intuitive SEO - With a background in content-focused
search engine optimisation for nationwide brands in the UK
and South Africa, we're perfectly positioned to help your
website rank higher in search engine results.



Package 1

Simple Shopify

INCLUDED

- ✓ Branded Shopify website
- ✓ 1 x planning meeting
- ✓ Integrate with supported payment gateways
- ✓ Design a conversion-focused homepage + 4 content pages
- ✓ Set up a reviews app + store policy templates
- ✓ Publish up to 20 products
- ✓ Basic SEO and Shopify Email marketing
- ✓ Shopify Training + 7 days support

PERFECT FOR

Businesses looking for a small, professional & conversion-focused online shop.

EXAMPLE WEBSITES

Arrange Studio -
www.arrangestudio.co.za

VDS Leathers -
vdsleathers.co.za

RESULTS

A fully-functional Shopify website - the perfect foundation to grow sales.



TIMELINE

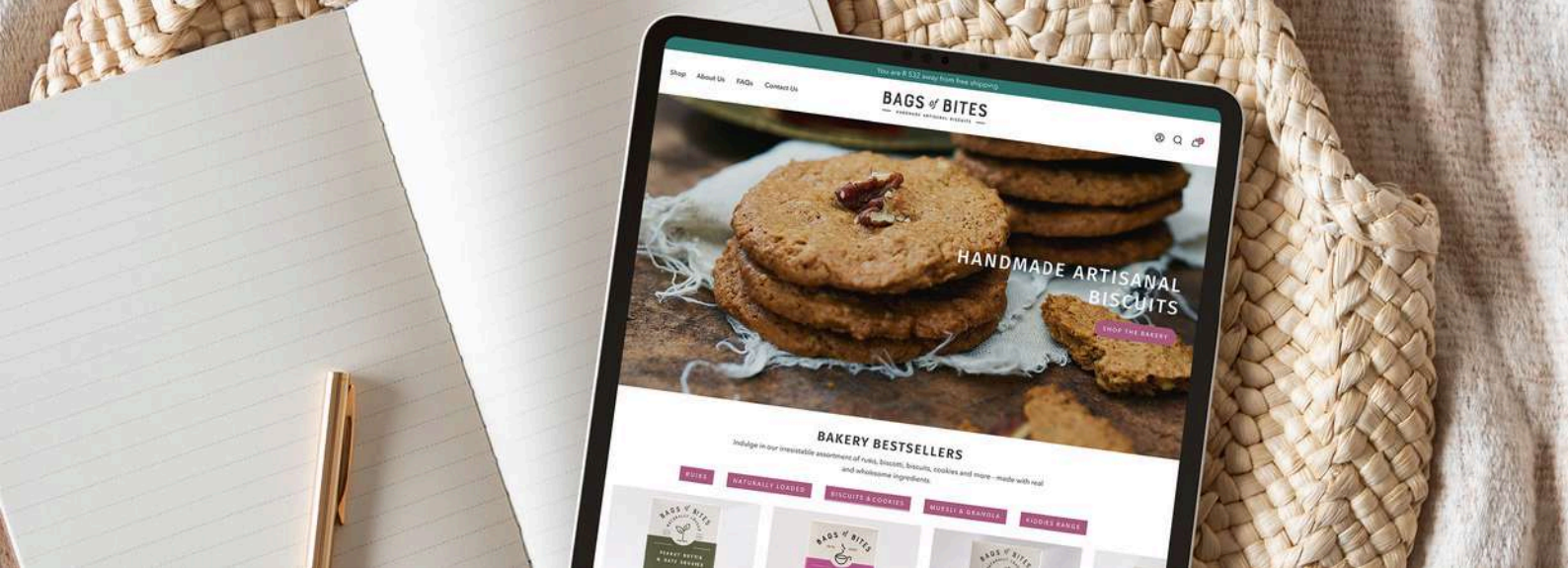
2- 3 weeks



PRICING GUIDE

R22 000 ZAR / or
USD \$1550 for businesses based
outside of Africa

INTERESTED? [BOOK A COMPLIMENTARY DISCOVERY CALL HERE](#)



Package 2

Shopify Pro

INCLUDED

- ✓ Ecommerce Strategy
- ✓ Premium theme up to the value of R8000 / \$420 USD included
- ✓ 1:1 website consulting
- ✓ Integrate with supported payment gateways
- ✓ Design a conversion-focused homepage & all inner pages
- ✓ Publish up to 80 products
- ✓ Design strategic email marketing automations
- ✓ Activate up to 7 apps including a reviews app
- ✓ Advanced SEO including keyword research + action plan
- ✓ Integrate and setup Google Shopping
- ✓ Shopify Training + 30 days support

TIMELINE

4 - 6 weeks

A premium, conversion-focused Shopify website including 1:1 strategic support.

EXAMPLE WEBSITES

Antioxi - antioxi.co.uk

Bags of Bites - bagsofbites.co.za

RESULTS

A premium eCommerce website with conversion-focused features; app setup; strategic email marketing automations; advanced SEO; and Google Shopping integration.



PRICING GUIDE

From R42 000 ZAR / or
USD \$3000 for businesses based
outside of Africa*

*Price INCLUDES premium theme purchase from the theme store up to a value of R8000/ \$420

INTERESTED? [BOOK A DISCOVERY CALL HERE](#)



Package 3

Shopify Makeover

INCLUDED

- ✓ eCommerce Strategy
- ✓ Premium theme selection + customisation
- ✓ Design a conversion-focused homepage + inner pages
- ✓ Design collection + product page templates
- ✓ Foundational SEO
- ✓ 30 days support

Already on Shopify, but unhappy with how your store looks, functions or converts? Our redesign package is perfect for you.

EXAMPLE WEBSITES

Soul Design - souldesign.co.za

Bag Ladies Tea - bagladiestea.com

Otherland Club-
www.otherlandclub.com

RESULTS

A new design that improves the shopping experience and grows sales.



TIMELINE

4 - 6 weeks



PRICING GUIDE

From R26 000 ZAR / or
USD \$2100 for businesses based
outside of Africa*

*Price EXCLUDES premium theme purchase from the theme store

INTERESTED? [BOOK A DISCOVERY CALL HERE](#)



Package 4

Brochure Website

INCLUDED

- ✓ Website content development including conversion-focused copywriting.
- ✓ Custom WordPress Design & Development
- ✓ Crafting an email marketing flow so your website becomes a powerful sales tool on autopilot.
- ✓ Set up user tracking tools to monitor and improve your website's user experience and engagement.
- ✓ 30 days support

Custom WordPress Web Design & Development for design-conscious businesses looking for an elegant and results-focused brochure website.

EXAMPLE WEBSITES

soulofafricatravel.com

afrigran.co.za

bushhillcheese.co.za

RESULTS

A beautiful brochure website, expertly crafted to grow bookings and enquiries for your business.



TIMELINE

4 - 8 weeks



PRICING GUIDE

From R25 000 ZAR / or
USD \$1750 for businesses based
outside of Africa

INTERESTED? [BOOK A DISCOVERY CALL HERE](#)



Process

01

DISCOVERY | PROJECT BRIEF | PROPOSAL

This phase involves: talking to you and mapping out a project scope, including required apps or advanced functionality, timelines and final cost.

02

STRATEGY | DESIGN

This phase includes: Deciding what pages + content your website needs; gathering content/copywriting; collecting design inspiration; and designing your new website, starting with the homepage design.

03

DEVELOPING FUNCTIONALITY | GATHERING FEEDBACK

After you have approved the homepage design, we move onto building your whole website, including full eCommerce setup and marketing automations.

04

TESTING | PREPPING TO GO LIVE

This phase includes: testing the website across a number of devices and screen sizes; testing eCommerce; finalising SEO, marketing integrations and flows; and prepping to go live.

05

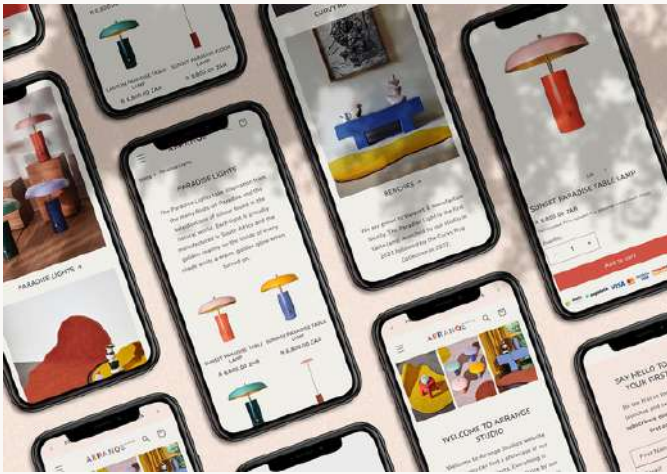
HANDOVER | TRAINING

We transfer store ownership over to you and make your new website live. We give you access to our Shopify Training Space and provide up to 30 days' tech support.



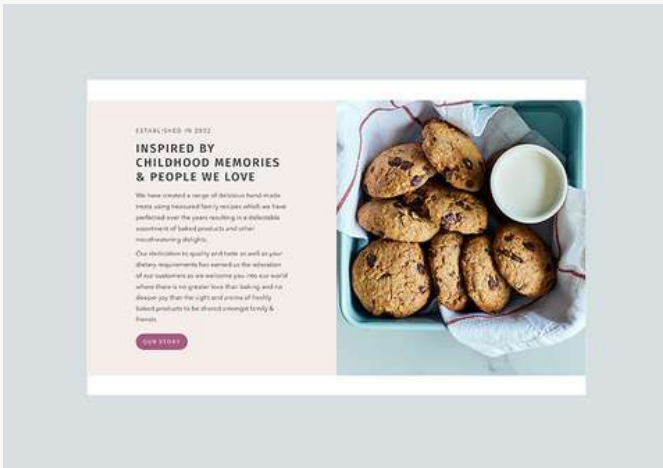
Case studies

Favourite projects



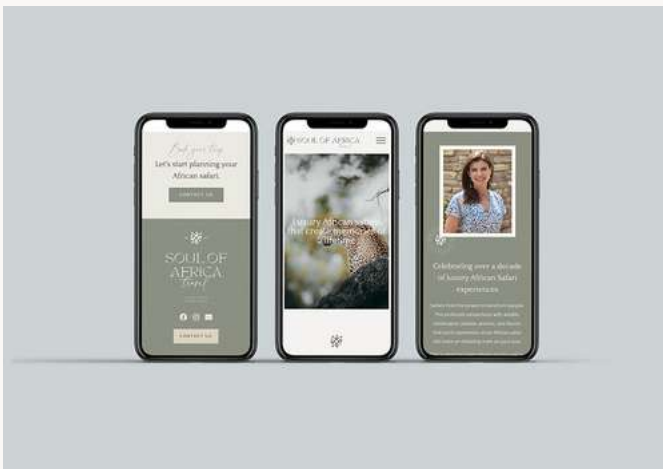
We helped Arrange Studio move from Wix to Shopify, resulting in this user-friendly and conversion-focused online store.

[Read case study](#)



We transformed Bags of Bites' existing Shopify website, resulting in a beautiful, on-brand and conversion-focused new design.

[Read case study](#)



Discover how we transformed Soul of Africa Travel's outdated WordPress website into a modern, beautiful and responsive online space.

[Read case study](#)



Let's Start

The first step is to book a complimentary discovery call online.

After the call we'll create a quote for your project.

[CLICK HERE TO BOOK A CALL](#)

Email meg@nutmegstudio.co.za if none of the time slots on the booking form work for your timezone.